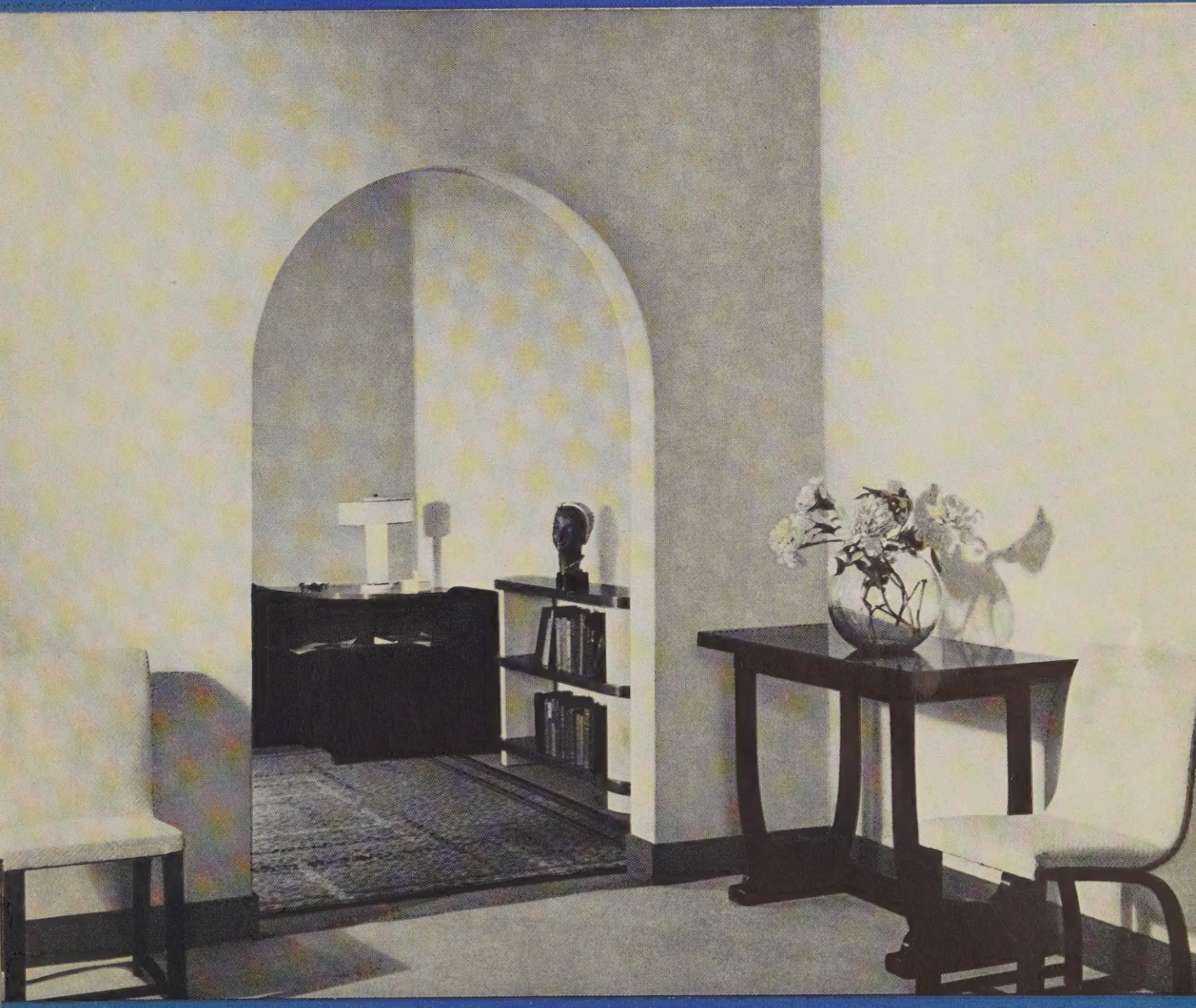
FIRE PROOF

BESTWALL

TRADE MARK

FOR

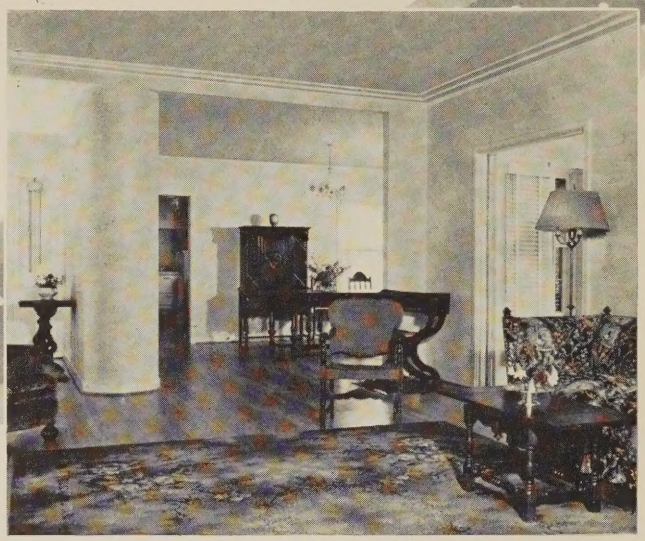
Better Walls



CERTAIN-TEED PRODUCTS CORPORATION, NEW YORK, N. Y.

BESTWALL IS USED FOR BETTER WALLS—

She can thank Bestwall for rooms like new. Light, strong, Square Edge Bestwall was applied over the old walls and ceilings. She's proud of the beauty of those walls, and she'll be just as proud for years. Changes in atmosphere . . . temperature . . . humidity — these don't affect Bestwall . . . no warping, no shrinking, no buckling, but instead a permanent, fire-resisting surface.



What makes this living room so attractive? For one thing, walls and ceilings of Recessed Edge Bestwall. The architect recognized this when he specified Bestwall — applied with Bestwall Paper Reinforcing Joint System. Note how readily Bestwall can be curved as above.

"Bestwall for Better Walls and Ceilings." That's more than just a slogan. The pictures you see in these pages show you how *much* more.

Where is Bestwall used? In homes, ranging from the finest residences to summer camps and cottages . . . in industrial buildings . . . in factories . . . in world-famous office buildings.

Use Bestwall, the *Original Gypsum Wallboard*. It gives you an unbeatable combination — one material with every quality needed to insure better walls and ceilings. Check this list of some of Bestwall's many important properties: strong . . . light . . . fireproof . . . moisture-proof . . . easily applied . . . straight . . . crack-free . . . permanent . . . economical.

You can get Bestwall in a variety of sizes you'll find convenient — thicknesses of 1/4", 3/8", 1/2" — and a number of finishes — listed on the back cover.

Here's a fine modern residence that's even finer looking on the *inside* because of Bestwall walls and ceilings. The location: Dallas, Texas. The Bestwall: 1/2" Recessed Edge.

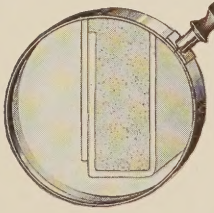
BESTWALL FOR BETTER WALLS . . .

Form No. 3572-BW-6-11-36 (Printed in U.S.A.)

-CEILINGS IN ALL TYPES OF BUILDINGS

(above) With Bestwall, your reception room can make the all-important first impression you want. And private offices, too. (below) Strong, handsome partitions of Bestwall help to save space in the famous W.O.W. Building, 14th and Farnam Streets, Omaha. You'll find Bestwall in factories and industrial buildings, too, North, South, East and West.

Yes, this is Bestwall, too — with a shining metal-foil surface! It's known as Metallized Bestwall (Reflective Insulation). You get Bestwall's strength, fire-protection and beauty, plus recognized insulating value. The result: Cooler rooms in summer. Warmer rooms in winter at low fuel cost.



WITH EDGES PROTECTED

What is Bestwall? A strong, light, fire-proof core of gypsum rock, covered with tough, water-proof, 7 ply protective paper, folding upward and tucking under the edges.

* THIS TAPE MAKES BETTER JOINTS

We call it Reinforcing Tape — the tape you see here and throughout the book. It's all of that — and more. It forms an important part of the Bestwall Paper Reinforcing Joint System — a great stride forward in wallboard application. This extra-strong tape helps join board to board in a permanent, perfectly concealed joint.

. . BESTWALL IS FIREPROOF

WHY YOU CAN COUNT ON

"Why is Bestwall a permanent wallboard?" Look for reasons — and you get right down to rock! The core of Bestwall is actually made from gypsum rock that has been carefully selected and expertly processed.

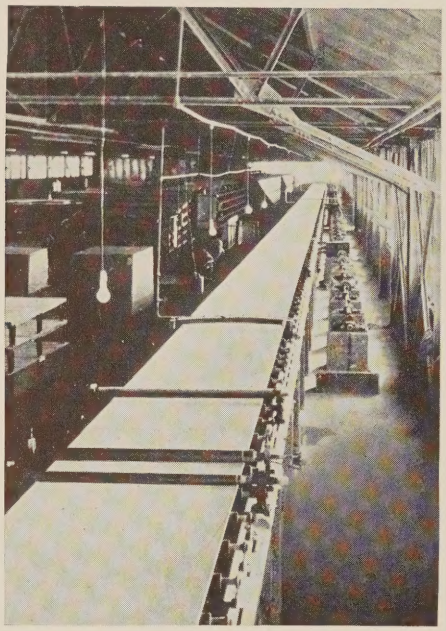
Step by step in making Bestwall one thought remains the same — Controlled Quality. Bestwall dealers know what this means: they know the Bestwall in every shipment is of the same uniform high quality.

Rigid tests check Bestwall's strength at every stage. You can see a good example of this in the two-way breaking point test shown below.

Flood conditions have dramatically proved Bestwall's permanence. Submerged for two weeks in flooded Louisville, Bestwall, after drying out, required no repair other than redecorating. Naturally, it won't warp nor shrink under normal moisture changes!

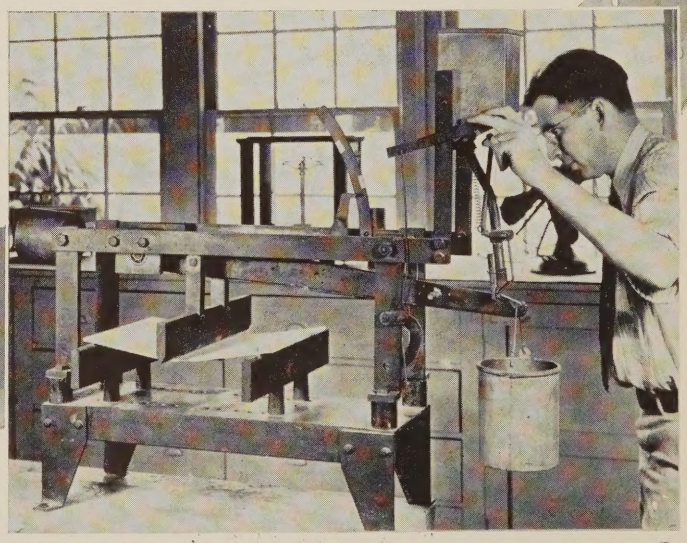
See, on next page, how Bestwall can be bent. Here's evidence Bestwall can withstand shocks and jars — heavy furniture being shunted about, houses settling, heavy trucks shaking foundations.

Once nails are in place in Bestwall, they're in to stay. Nail-pulling tests prove this. Your own experience will prove it also.



"Quality Control" is the primary requirement in every stage of making Bestwall.

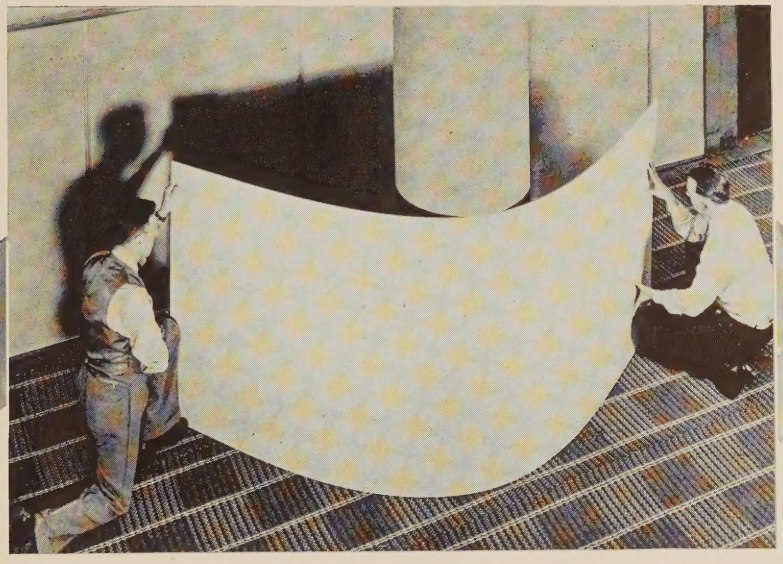
Bestwall passed the severe test of "trial by flood."



Tests like this on every run insure the uniformly high quality of Bestwall.

BESTWALL FOR BETTER WALLS . . .

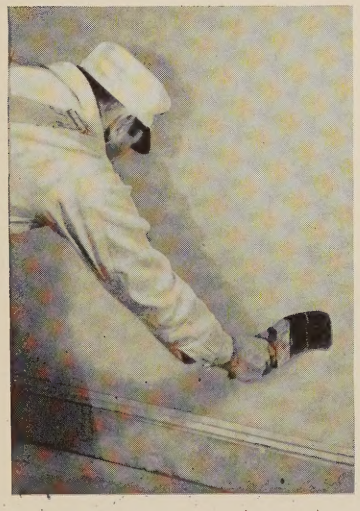
BESTWALL FOR PERMANENCE



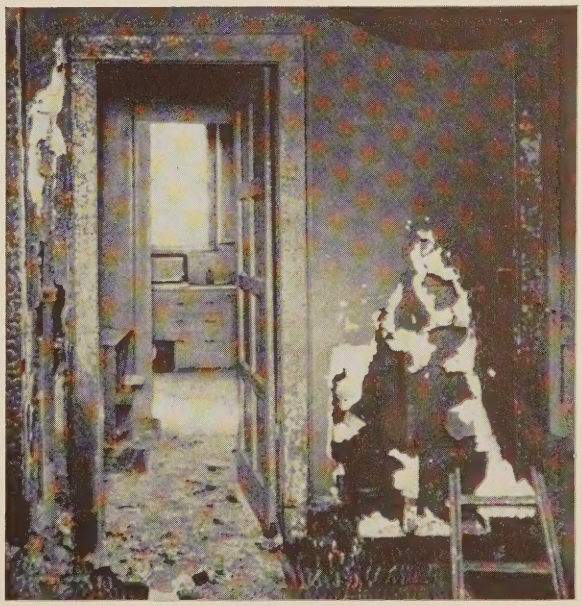
When Bestwall can be bent as in this case, think how strong it must be.

It's easy to nail Bestwall.

No material deserves to be called *permanent* without being fire-proof. Bestwall, with its core of incombustible gypsum rock, passes this test with flying colors. On two counts, it frees home owners from fears. (1) It cannot burn itself. (2) It does not transmit high temperatures — but instead protects the wood framework beneath it. Enjoy, with Bestwall, all the advantages of wood construction plus fire-protection.



Bestwall takes any type of decoration.



Fire destroyed exposed woodwork in this house, but the studs and joists were protected by Bestwall, as the picture shows.

BESTWALL ADDS STRUCTURAL STRENGTH

HOW TO OBTAIN BEST

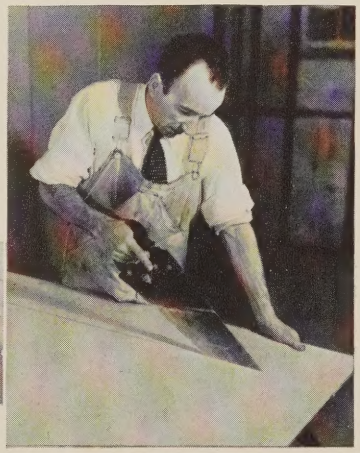
Bestwall is among the easiest of materials with which to work. Ask any applicator, any man you know who does his own home remodeling. If he's ever used Bestwall, the Original Gypsum Wallboard, he'll tell you how quick and how simple his work was.

Your work is even quicker, even simpler when you plan the job in advance. You can get just the right material, and just the right thickness and size for the work you have at hand.

For example, if it's extra strong construction that you're looking for, you'll want 1/2" Bestwall. If your work calls for standard thickness wallboard, be sure you get the 3/8" kind. When you're applying strong fireproof Bestwall over old plastered walls, it's the 1/4" thickness you'll want to keep in mind.

As a general rule, try to plan your job so you have as few joints as possible. This means, be sure to use Bestwall in sizes just as large as you can use with convenience.

When you look at a sheet of Square Edge



Upper left illustration: A pile of Bestwall in sheets of convenient size . . . the ordinary assortment of carpenter's tools . . . one applicator of no more than average ability. That's all you need to get under way with a handsome, permanent Bestwall job.

Illustrations at left: Score with knife and break off—or saw like lumber. Both ways are easy, and both give good results.

RESULTS WITH BESTWALL

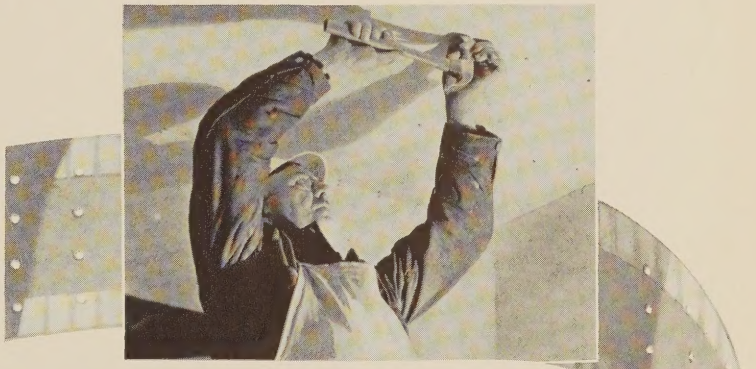
Bestwall, you'll notice small dots spaced at regular intervals.

These are nail marks, put there to help the workmen. *Only Bestwall has this feature.* The dots locate the studs without measuring or sounding, and assure the proper spacing of the nails. Nail marks are time savers.

When a workman starts to put up a wall or ceiling of Bestwall, he notices the fine condition in which this material reaches him. Bestwall comes to him "with a clean face," free from dirt and finger marks. Special packaging insures this. Surfaces are held closely together; no sliding across one another to cause marring.

Any handyman who is accustomed to doing his own work around the house will enjoy working with Bestwall. He can saw it almost like lumber — or, if he prefers, he can score it and break it over a straightedge.

No special tools are needed for good results with Bestwall. You probably have everything you need to work with already.



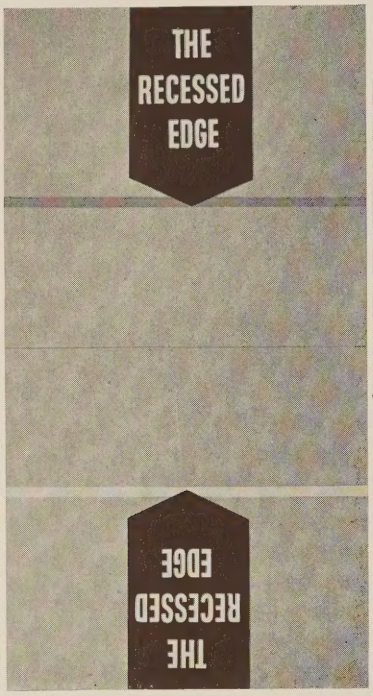
Upper right illustration: "Nail on the dotted line"—that's all there is to locating studs with Nail-Marked Bestwall.

Center illustration: Bestwall is as easy to nail on ceilings as on walls.

Illustrations at right: Applying Bestwall to ceilings is simple with a "T buck." Joints should be staggered.

BESTWALL IS EASY-WORKING

CONCEAL JOINTS WITH BESTWALL

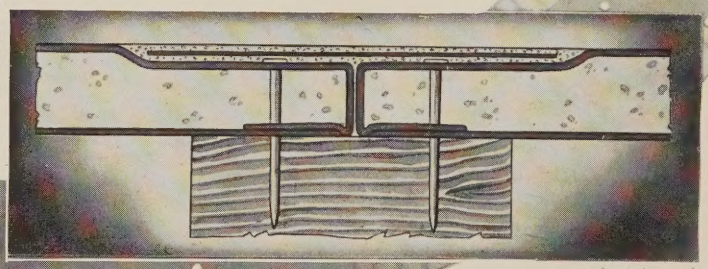


Use Recessed Edge Bestwall, with the Bestwall Paper Reinforcing Joint System, for modern "Dry Wall" construction.

For joints stronger than the board itself — Bestwall Reinforcing Joint Finisher plus the strongest Paper Reinforcing Tape yet developed.

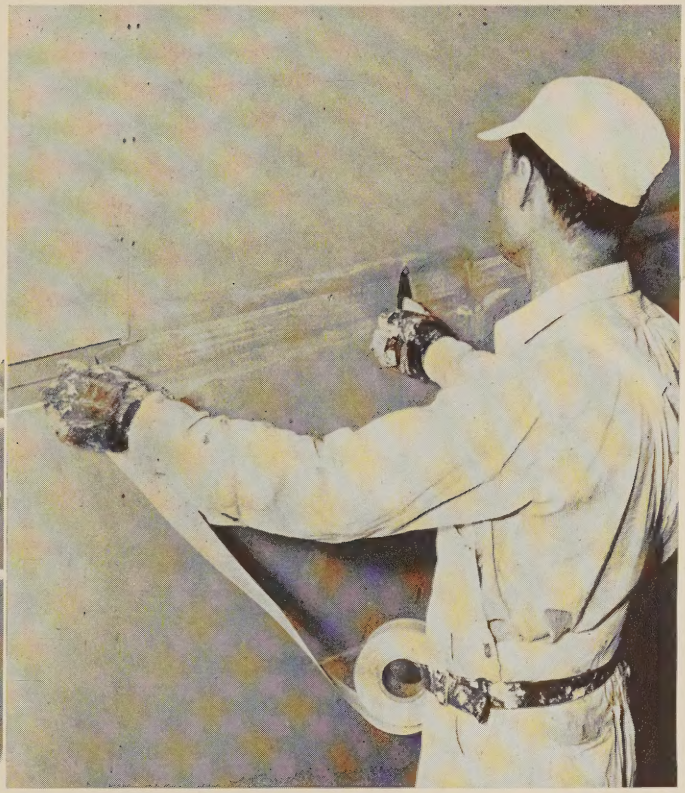
It's a simple matter to apply Recessed Edge Bestwall. The board is applied horizontally.

The view below shows you what a strong permanent joint you get by applying Bestwall Reinforcing Tape and Finisher in the trough of the Recessed Edge Bestwall.



BESTWALL FOR BETTER WALLS . . .

PAPER REINFORCING JOINT SYSTEM



See how easy it is to apply the tape to a horizontal joint the Bestwall way. For greater convenience, the roll of tape is fastened to the man's belt.

Inside corners are simple to handle now. The tape fits easily into place.

The new Bestwall Paper Reinforcing Joint System is an outstanding improvement in joint treatment. It is the sure way to stronger, more permanent, more perfectly concealed joints.

Your experience will confirm this statement. Its popularity is growing by leaps and bounds. To show you how simply and effectively this method works, notice the pictures on this and the two following pages.

Long-winded descriptions of each operation are out of place here. However, there's one thing you can count on. With every package of Bestwall Paper Reinforcing Joint System is a direction sheet which gives clear, easy-to-understand instructions on the right way to use these materials. Starting with how to mix the Finisher, suggestions are given on how to apply the Tape — horizontally, vertically, and on corners.

After the joint is "buttered" with Bestwall Reinforcing Finisher, here's how the tape is "bedded," using a flexible broadknife.

CONCEAL JOINTS WITH BESTWALL

The Bestwall Reinforcing Joint System makes every kind of joint you need in "Dry Wall" construction — wall joints or ceiling joints . . . outside corners or inside corners . . . arches or coves. You get an idea of the variety of uses from these application pictures.

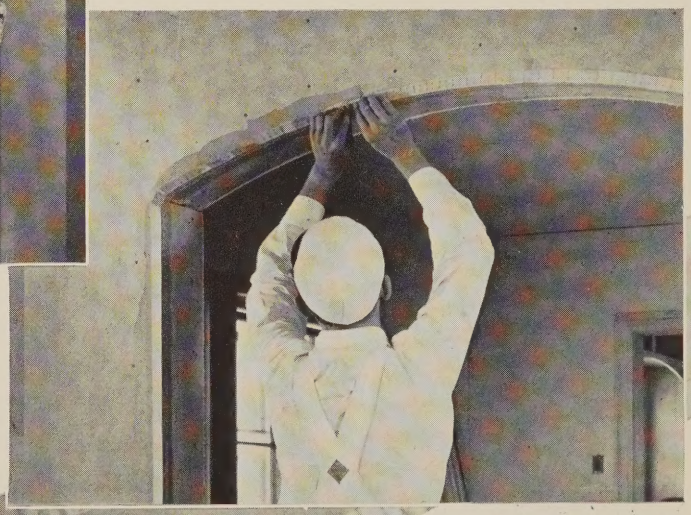
The work is easy to understand . . . easy to do. By following simple directions, any applicator of average ability can produce a highly satisfactory job.

There are only a few easy steps to follow. First of all, he "butters" the joint with Bestwall Reinforcing Joint Finisher which has been mixed according to directions. Then he embeds the Reinforcing Tape, using a flexible broadknife. After the tape is in place, the applicator uses sufficient additional Bestwall Finisher to level off the joint, and to make it flush with the entire wall surface. He removes any excess Finisher — he spots all nail heads. The joints and nailheads are

Upper left illustration: This picture shows how Bestwall Paper Reinforcing Tape is applied to outside corners.

Center illustration: How the same kind of a joint is "Bedded-out" with the broadknife after the tape has been applied.

Illustration below: Applying the tape to an arch is easily done in much the same way as on outside corners.



BESTWALL FOR BETTER WALLS . . .

PAPER REINFORCING JOINT SYSTEM

now ready for sandpapering, if necessary. Then the wall may be decorated as desired.

Simple? Of course, it is — and any applicator will tell you he's proud of the joints he's made this way. You'll thank the Bestwall Paper Reinforcing Joint System for joints that are perfectly concealed, that are free from shadow lines or from any suggestion of a bulge. You'll thank this new modern method for joints that are not only crack-free but actually stronger than the board itself.

For the best results, of course, the board should be Bestwall. Fire-proof, moisture-proof, crack-proof, easy to apply and permanent, Bestwall gives you — in one material — all the qualities you'll look for in a wallboard. The original gypsum wallboard, Bestwall is the number one choice of builders, lumber dealers, home owners who insist on high quality.

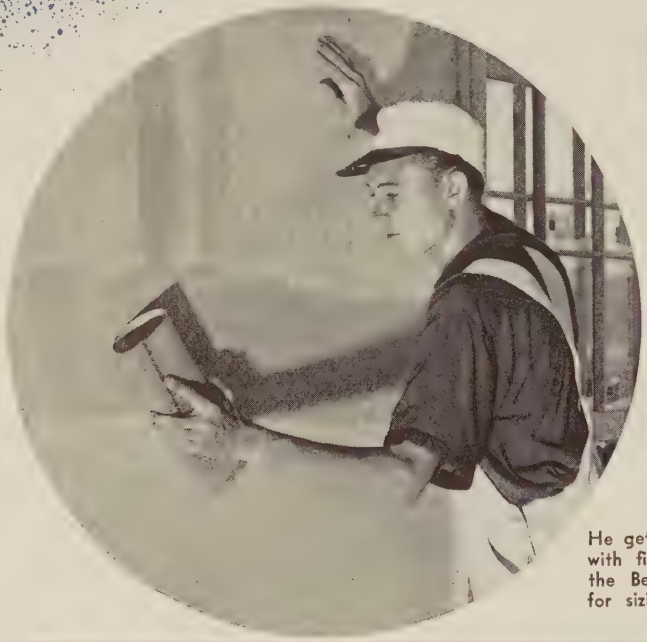
Upper right illustration: "Bedding out" an inside corner with the broadknife after Bestwall Reinforcing Tape has been laid in place.

Center illustration: Leveling out a ceiling joint is easily and quickly done after Bestwall Reinforcing Tape has been applied.

Illustrations below: An experienced worker needs no unusual amount of skill to level out and completely conceal the joint.

BESTWALL FOR LASTING JOINTS

FINISHED JOB JUSTIFIES THE SLOGAN



He gets rid of rough spots with fine sandpaper. Then the Bestwall job is ready for sizing and decorating.

We also manufacture Bestwall Fabric Reinforcing Joint System for use when this type is desired.

Mr. Olin Scurlock, Contractor and Engineer, Dallas, Texas, who has used Bestwall in many fine homes — typified by the room shown above.

HERE'S WHAT A USER SAYS ABOUT BESTWALL:

Mr. Olin Scurlock, of the firm of Wood and Scurlock, well-known contractors and engineers of Dallas, writes:

"All builders of fine homes fully realize the tremendous importance of wall construction and treatment. I like Bestwall Gypsum Wallboard with the Bestwall Reinforcing Joint System, which has been highly satisfactory to my most critical customers.

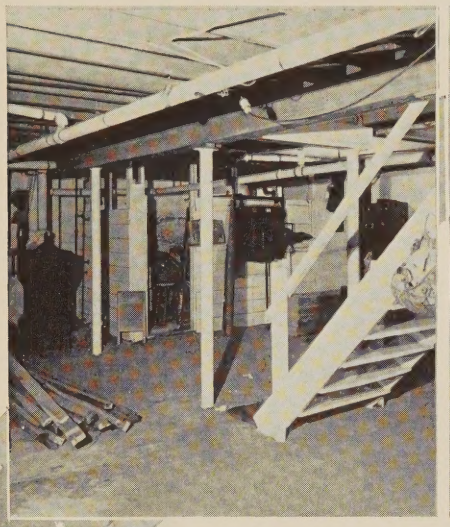
JOINTS ARE INVISIBLE

"I use Bestwall because it gives me true straight walls. With the Bestwall Paper Reinforcing Joint System, the joints are invisible, and the wall is perfectly smooth and straight, which is most important as a base for a high grade decorative job."

(Signed) OLIN SCURLOCK

BESTWALL FOR BETTER WALLS

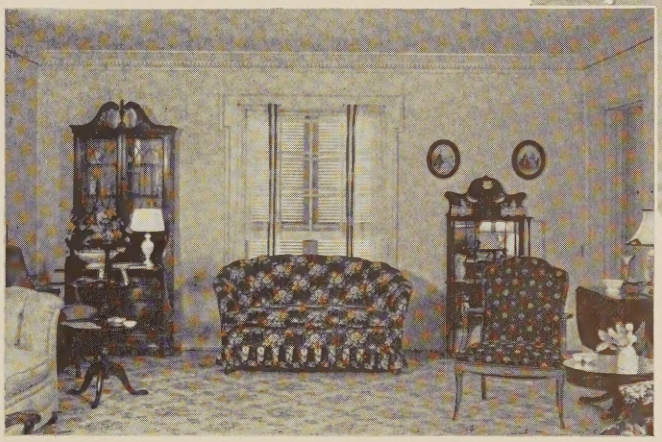
"BESTWALL FOR BETTER WALLS"



At left: No longer a typical cellar after an inexpensive remodeling job with Bestwall. Now one of the most attractive, frequently visited parts of the home. Comfortable, easily decorated game rooms take the place of waste floor space. Guests are now proudly invited to the cellar — one of the show places of the house. The result: Extra rooms are added to the home at very low cost.

Upper left: Just a cellar and nothing more. The usual maze of pipes, posts, loose-ends. No occasion for anyone to spend time there except to fix the furnace. The result: A part of the house was wasted.

Now your bathrooms, kitchens, breakfast nooks, can enjoy the effect of ceramic tile at a price within everyone's reach. You'll find Bestwall Tile Board handsome, sanitary, economical to install and to enamel. It's supplied you in 3/8" thickness and it's patterned in squares 4 1/4" x 4 1/4".



Handsome Bestwall rooms are easy to decorate. The Bestwall Carpenter's Time Book tells you how to get best results when you decorate with wallpaper, calcimine, flat oil paint, texture paint or enamel. A copy is yours for the asking at your nearest Bestwall dealer's.

. . . . BESTWALL IS ECONOMICAL

At Last—NO MERE IMITATION BUT AN EXACT REPRODUCTION OF KNOTTY PINE—AMERICAN WALNUT

She finds it hard to believe that this good looking wall of hers is not actual wood. Only the smooth surface tells her it's Bestwall Grain Board (Knotty Pine Finish). She's glad it's Bestwall now; she'll be glad years from now — when it has proved its long-wearing qualities, its freedom from warping and shrinking. She's glad it's Bestwall for another and even more important reason: it's fireproof.

Now you can turn an ordinary room into a room of distinction! A few sheets of Bestwall Grain Board can make the difference!

You'll want to see for yourself the new Bestwall Wood Grain Board. See it in the American Walnut Finish. See it in the Knotty Pine. You'll agree that here is no ordinary imitation but rather an exact reproduction of the genuine wood grain.

You'll think right away of any number of places where this type of Bestwall will give you — *inexpensively* — just the effect you want.

In the home, it's in demand for playrooms, libraries, bars. In offices, as well as in store interiors and store displays, it gives fire-resisting walls. You'll find Bestwall Grain Board just as effective in new work as in remodelling.

Only with light, strong panels of Bestwall Grain Board can you get the combination illustrated — handsome, accurate reproduction of genuine wood graining, *plus* the strength and fire protection of gypsum rock.

YOUR BESTWALL DEALER...

...CAN SUPPLY YOU WITH THESE BESTWALL PRODUCTS

	Thickness	Sizes
Square Edge Bestwall	1/4" 3/8" 1/2"	48" wide 4' to 12' long
Recessed Edge Bestwall	3/8"	48" wide 4' to 12' long
	1/2"	48" wide 4' to 12' long 36" wide 8', 9' and 10' long

	Thickness	Sizes
Bestwall Grain Board Knotty Pine American Walnut	3/8"	48" wide 8', 9' and 10' long
Metallized Bestwall (Reflective Insulation)	3/8"	48" wide 4' to 12' long
Bestwall Gypsum Tile Board	3/8"	48" wide 4' to 10' long

BESTWALL PAPER REINFORCING JOINT SYSTEM BESTWALL FABRIC REINFORCING JOINT SYSTEM

BESTWALL JOINT FINISHER

Your Bestwall dealer is a man you can count on to be of real help to you. He can recommend a dependable builder . . . an experienced architect . . . tell you about financing plans of which you can take advantage. Feel free to call on him for just such advice. His stocks of Bestwall and other leading building materials are large, his prices right. Count on him for prompt delivery.

CERTAIN-TEED PRODUCTS CORPORATION, NEW YORK, N. Y.